IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appellant:	Richard B. Gorelick et al.	Examiner: Nathan Hillery
Serial No.:	09/734,045	Group Art Unit: 2176
Filed:	December 12, 2000	Docket: 2043.063US1
Title:	AUTOMATICALLY INSERTING RELEVANT HYPERLINKS INTO A WEBPAGE	

AMENDMENT UNDER C.F.R. 41.33(b)(1) AND RESPONSE TO NOTICE OF NON-COMPLIANT APPEAL BRIEF

MS Appeal Brief - Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

This responds to the Notice of Non-Compliant Appeal Brief mailed on November 21, 2006. In compliance with MPEP 1206(I) and 37 C.F.R. 41.33(b)(1), Appellants submit the following Amendments to Appellants' previously-submitted Appeal Brief filed April 27, 2006.

Please amend the above-identified application as follows:

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IN THE CLAIMS

Please cancel claim 9 as follows:

1.   (Previously Presented) A method for automatically inserting hyperlinks into a webpage containing text, the method comprising:

comparing the text to at least one character string contained in a database to identify specific character strings from the database that appear in the text, wherein each of the character strings has an associated hyperlink that is also contained in the database;

for each of the identified character strings contained in the text, inserting the associated hyperlink into the webpage;

designating a name for a product;

storing the name of the product as one of the character strings in the database; and

communicating the name of the product to a producer of the text, wherein the name of the product is designated from a plurality of names of the product that are utilized by the producer of the text.

2.   (Previously Presented) The method of claim 1 wherein the text comprises content of a newsgroup article.

3.   (Previously Presented) The method of claim 1 wherein the hyperlinks are inserted into the text of the webpage.

4.   (Previously Presented) The method of claim 3 wherein inserting the associated hyperlink further comprises reconfiguring computer code used to form the webpage such that the identified character strings change appearance, and the associated hyperlink is selectable by a user that selects and clicks the identified character strings.

5.-6.   (Canceled)

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7.   (Previously Presented) The method of claim 1 wherein only the first occurrence in the text of the character string is hyperlinked.

8.-9.   (Canceled)

CONCLUSION

Appellants respectfully submit that the Examiner withdraw the non-compliant status and examine the Appeal Brief.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.
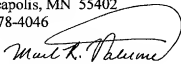
Respectfully submitted,

RICHARD B. GORELICK ET AL.

By their Representatives,

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Date _12. 11. 2006_   By _____

Mark R Vatuone
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CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being filed using the USPTO's electronic filing system EFS-Web, and is addressed to: MS Appeal Brief – Patents, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this _11_ day of December 2006.

___Peter Rebu-(Eni___   _____

Name   Signature